

# NEWS NAEB LETTER

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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### COLLEGE-LEVEL PROGRAM SURVEY UNDER WAY

Editor's note - The following reprint from Broadcasting, issue of January 25, 1943, tells the story:

With universities and colleges facing curtailment because of the war, the Assn. for Education by Radio and the National Assn. of Educational Broadcasters shortly will survey the industry to determine the extent and effectiveness of "university level" broadcasting.

Little thought has been given to programs in the university level category, according to Maj. Harold W. Kent, president of AER. The two organizations list as college level broadcasts programs dealing with research and interpretation in the fields of Government, music, international affairs and literature which are intended either for listeners whose interest and background are on the college or university level or for the college classroom itself.

Classified as university level programs are Invitation to Learning, The Inter-American University of the Air, Lands of the Free, Of Men and Books, symphony music and others of that nature.

In an effort to analyze university level programs now on the air to ascertain their effectiveness in filling the anticipated gap brought about by war conditions, the AER and NAEB will ask broadcasters to fill out report forms which are to be mailed them. Network programs are not listed unless they are originated by the station which makes the report.

Information requested by the educational groups includes program title; whether it is sustaining or commercial; under whose auspices it is presented; what the sponsoring agency hopes to achieve through the broadcast; whether the program is planned jointly by sponsor and station; sources of content; writer, producer, whether professional, students, faculty members or volunteers; program subjects, such as philosophy, music, literature, science, government, etc.; type of presentation, whether dramatic, round-table, lecture, music; how long program has been on the air, how and by whom series is promoted or sponsored; concrete evidence of achievement of purpose, and how it is measured, whether Crossley, registration, mail, phone, student response.

When the results of the survey are tabulated the AER and NAEB believe they will be able to ascertain how educators can utilize present programs to the fullest extent and how radio might be better used for educational broadcasts. The survey will be conducted under the direction of Michael R. Kanne.

general manager of WHOU, Ithaca, N. Y., and chairman of the AER survey committee.

"SONS OF THEIR FATHERS" ON K F K U

A radio series, "Sons of Their Fathers," was inaugurated recently from station KFKU. This weekly series of programs consists of stories of Kansas men and boys in the present war; unusual or courageous or adventurous stories, sad or humorous stories, of native Kansans in our fighting forces. Each broadcast consists of one story.

A number of interesting stories which should be of interest to fellow Kansans have been sent to the Kansas Biographer to be told by him on these broadcasts.

No material will be used on these broadcasts which does not conform with the regulations of the United States Office of Censorship.

WKAR, MICHIGAN STATE, CARRIES STATE PROGRAMS

To function fully in a democracy, government must keep the people aware of what is happening, especially in those departments which administer public resources and activities. For years WKAR has been able to serve as a ~~medium~~ ~~medium~~ whereby the departments of state government have discussed their policies and problems with the people of Michigan.

Seven departments, all of which are working in the public interest, are heard each week during this month. They have a message for every citizen who is interested in the welfare of his state.

- Tuesday at 1:00 --- Michigan Department of Agriculture.
- Wednesday at 1:00 --- Michigan Department of Health.
- Wednesday at 2:30 --- Michigan Civil Service Department.
- Thursday at 1:00 --- Michigan Insurance Department.
- Friday at 1:00 --- Michigan Highway Department.
- Friday at 2:00 --- Michigan Department of Public Instruction.
- Saturday at 5:30 --- Michigan Conservation Department.

Some day the war will end and until that day every energy must be given to the successful prosecution of the war effort. But international and world problems brought on by the war should be examined even now if a successful peace is to come from the conflict. To examine the factors influencing peace, the forum discussion program each Friday at 4:00 P. M. will be devoted to the problems and dangers involved and some possible solutions. The Forum discussion is under the supervision of J. D. Menchhofer, Assistant Professor of Speech. Prof. Menchhofer has been a member of the Michigan State College faculty for sixteen years, during which time he has been closely associated with debate and discussion groups. He has supervised the student discussions over WKAR for several years.

Leaders throughout the world have had a philosophy which has impelled them toward successful living. Their theories and ideals provide inspiration to us all. In the program "They Dared to Live" heard each Wednesday at 5:30,

an interview with one of these world leaders is described by Dr. Robert M. Bartlett, who has for years carried on such interviews as a hobby. Dr. Bartlett, author, traveler, and lecturer, has recently come to Lansing. He has been on the faculty of Springfield College and Boston University and was for three years at Yenching University in China. He is the author of a number of books, one of which bears the title of his radio program.

#### THE SYRACUSE RADIO WORKSHOP AND THE WAR

Syracuse University's radio programs for the next few months are concerned with the subject most vital to us all --- America's war effort. Most of the programs are informative and will provide background for the interpretation of war news; some are designed to inspire greater loyalty and interest in American institutions, and others are concerned directly with citizen war-morale, according to an announcement by William Pearson Tolley, Chancellor.

Experts from the University's faculty will present most of the programs so that you may obtain authoritative material, but it is also significant that the staff work incidental to these features is done by students --- by men preparing for technical radio work in our war effort and by girls training to take men's places in radio station operation.

The Workshop was cooperatively built in 1937 by Syracuse University and radio stations WFBL and WSYR. It is one of the few cases in the United States where broadcasting stations have cooperated with a large University, not only in building studios but also by partly financing public service programs as well. The studios are located in the University Library and consist of eight rooms, including two studios, two reception rooms, offices, and a control room and transcription center. Each day more than 100 University students participate in one or more of the University's radio activities. The personnel for Workshop programs consists of the director, Kenneth G. Bartlett; Dorothy Ward, in charge of script and production; Kathryn Hopper, secretary; and Lawrence Barnes, engineer. All of the staffwork in getting programs on the air is handled by students preparing for professional radio work. In the last few years almost 100 University students have gone into commercial broadcasting. Fully a third of these are now in the nation's armed services.

#### KOAC APPLIES FOR AUXILIARY TRANSMITTER LICENSE

The Federal Communications Commission reports that KOAC, Oregon State, applied for a license to use formerly licensed main transmitter as an auxiliary with power of 1 KW. The application was filed with the FCC on January 11.

--Schooley

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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